

## **Appliances and Electronics Specialists in Greece**

Market Direction | 2023-03-14 | 36 pages | Euromonitor

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### **Report description:**

In 2022 demand for appliances and electronics specialists in Greece showed a significant slowdown in terms of current value sales growth. People are buying electronic devices only when they are out of order, resulting in a decrease in volume sales too. Prevailing economic conditions prevailing in the country have led consumers to avoid upgrading their homes and living spaces. This was reflected in decreasing sales volumes across different product areas; for example, sales of air conditioners and...

Euromonitor International's Appliances and Electronics Specialists in Greece report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Appliances and Electronics Specialists market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Demand for electronics and appliances slows down in 2022 as consumers hold off upgrades

Retailers compete for Black Friday sales while expanding their product range

Kotsovolos leads thanks to wide product range and inclusive approach, while Public and Media Markt form partnership to expand offerings

##### PROSPECTS AND OPPORTUNITIES

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Shift in demand towards B2B sales anticipated for forecast period

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